

## **ABSTRACT**

Computing devices capable of internetworking and receiving, storing and viewing programmed (scheduled) television and multimedia content provide a platform for access to a combination of Internet and Television content and services. On this platform, a mix of pre-scripted and live interactive dialog (chat with offered responses) are broadcast by a connected server or servers to provide supplemental entertainment, information regarding programmed content, enhancements to scheduled television advertising, a community experience, and an interface to Internet applications and services. The dialog provides a "Social Interface" allowing fictional and non-fictional characters to interact with viewers. The fictional and non-fictional characters are each emblematic of a specific affinity group categorization, which a user personally identifies with and is drawn to. Selection of an affinity character also provides a filter for selecting internet and broadcast content associated with that character. Second level content is also associated with and mediated by each character. This provides e-commerce opportunities whereby sponsors can direct advertising content based upon factors such as the relative popularity of each character or the demographic group associated with each character.